



Douglas Urland, MPA, Health Director
Tracey D. Paul, BSPH, Health Promotion Coordinator

CATAWBA COUNTY PUBLIC HEALTH NAMES HEALTH SERVICES MANAGER

Jennifer McCracken, RN,BSN who has nine years of experience in program administration and mid-level management at Catawba County Public Health, has been named the department's new Health Services Manager.

"We are very excited about Jennifer's assuming this key leadership role for our agency," said Doug Urland, Health Director. "She brings many talents, skills and abilities to the job that will benefit our clients, county, and staff."



Jennifer is responsible for overseeing all clinical and community health services including: WIC, Adult Health, Prenatal, Post Partum Newborn Home Visiting Program, Translator services, Maternity Care Coordination, Child Service Coordination, Immunization program, Dental Health Education, Health Check, School Health, Early Childhood Support Team, School Health, Adolescent Health, and Child Health programs. Other duties include project management, budgetary planning, clinic marketing, clinic management, implementing changes in standards and procedures and recommending budgetary and personnel changes.

After graduating from the University of North Carolina, at Chapel Hill, Jennifer began her nursing career as a nurse at UNC Hospitals, where she worked for one year before joining Catawba County Public Health in 1998. She has six years of experience in mid level management/supervision with Public Health, including experience in program planning and development, resource acquisition and management, project management, personnel management, community and multi-agency collaborative partnerships, and in leading teams and chairing committees.

McCracken has acquired additional professional development in Public Health Nursing Supervision, Early Childhood Leadership, and Child Care Health Consultant certification. She currently serves as Chairperson for the Catawba County Child Fatality Prevention Team and as Secretary for the North Carolina Association of Public Health Nurse Administrators. She served as Vice President for the Children's Protection Council in 2003 and Vice President of the North Carolina Child Care Health Consultant Association in 2001. Jennifer's many accomplishments include National Child Passenger Safety Instructor's Certification, qualified status as a North Carolina Child Care Health Consultant, and leadership of teams that won the Glaxo Smith Kline Child Health Award for local health departments in 2002 and 2004. She was a Catawba County Employee of the Year nominee in 2001 and 2006.

Jennifer is a Catawba County native who resides in Mountain View with her husband, Duane and their 20 month old daughter, Kate. She enjoys exercising, participating in church activities, assisting her husband in teaching a Sunday School class, scrapbooking, and spending time with family and friends. She is an honors graduate of the University of North Carolina at Chapel Hill with a Bachelor of Science Degree in Nursing.

"We know Jennifer will work to be a successful contributing member, as our Public Health Team continues to be leaders in building a healthier tomorrow for all citizens and visitors in Catawba County," Urland concluded.

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